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Under controlling law, a plaintiff's choice of forum is to be given great deference. In the present case, Plaintiff is a state funded university with its principal place of business in this District; the vast majority of Plaintiff's prospective witnesses reside in Texas, including non-party witnesses; virtually all of Plaintiff's documents relating to this matter are in Texas; and the injury caused by Defendant's actions are most felt in Texas. Additionally, there is tremendous local interest in resolving this dispute in Texas as it involves the trademark rights of one of Texas' oldest, most prominent and well-known universities. These factors, alone, suggest this matter should be retained in the Southern District. When these factors are combined with the deference that is due to a plaintiff's choice of forum, it becomes clear that the requested transfer would actually be improper, and, potentially, an abuse of discretion.

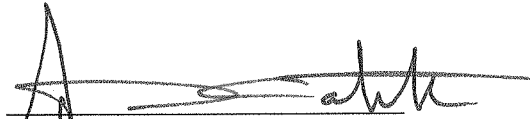
Defendants, on the other hand, collectively comprise a large company, with contacts around the country. Litigation of this matter in this Court will be neither an undue inconvenience nor an undue burden on Defendants. Indeed, the requested transfer would not serve the overall "convenience of the parties." Rather, the transfer would only serve to shift the expense and inconvenience from the Defendants to the Plaintiff—contrary to the deference to be accorded to Plaintiff's choice of forum. The transfer should be denied.

Finally, the efficient administration of justice not only fails to warrant transfer, but weighs heavily in favor of maintaining this action in this judicial district.

For each of these reasons, and as more fully expounded upon in the accompanying Memorandum and supporting declarations, Plaintiff Texas A&M University requests that Defendant's Motion to Transfer Venue be denied.

This is the 21<sup>st</sup> day of April, 2006.

Respectfully submitted,

  
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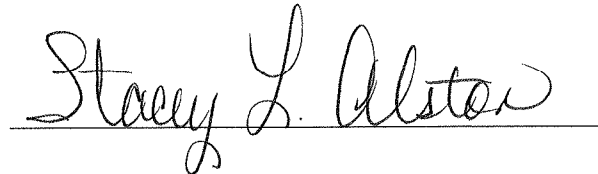
**Certificate of Service**

The undersigned hereby certifies that a true and correct copy of the foregoing **Plaintiff's Response to Defendant's Motion to Transfer Venue** has been served on the following counsel of record indicated below via facsimile, and/or prepaid first class mail, and/or electronic mail and/or in accordance with the Electronic Court Filing system guidelines on this the 21<sup>st</sup> day of April, 2006:

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